

## CLASSIFICATION OFFICE DECISION

**Title of publication:** Front: Issue 163

**Other known title(s):** Front #163

**OFLC ref:** 1200216.000

**Medium:** Magazine

**Distributor:** Netlink Distribution

**Publisher:** Kane Publishing Ltd

**Country of origin:** United Kingdom

**Language:** English

**Applicant:** Secretary for Internal Affairs

<b>Classification:</b>	Objectionable.
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**Descriptive note:** None

**Display conditions:** None

**Date of entry in Register:** 23 April 2012

**Date of direction to issue a label:** No direction to issue a label has been issued

### Summary of reasons for decision:

The magazine is classified as objectionable because it tends to promote and support the exploitation of young persons for sexual purposes.

The magazine is a glossy, sexually orientated British periodical targeted at young adult men. It features photo-spreads of young, scantily clad women with their buttocks and breasts visible, interspersed with interviews and satire, and sections on drinking, fashion, consumer electronics and music. There are two pages of explicit phone sex advertisements, most of which depict young female models in sexualized poses. Many of these models present as younger teenagers or are accessorised to look like adolescents, and the accompanying text reinforces their youthfulness with multiple references to virginity, innocence, naïveté, and being under home supervision. Statements that the girls are "18+" do little to counter the effect. The advertisements encourage sexual interest in young persons and promote them as sexually available and appropriate objects of adult sexual fantasy.

The classification of this publication interferes with the freedom of expression as set out in the New Zealand Bill of Rights Act 1990. However, this is an outcome that is consistent with

Parliament's intention that publications which fall under the criteria of s3(2) of the Films, Videos, and Publications Classification Act 1993 will be deemed objectionable. The classification is a reasonable and demonstrably justified limitation on the freedom of expression that reflects the concern of a free and democratic society to protect young people from exploitation.